

# Alianza para el Turismo Comunitario



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**Quarterly Report, 3<sup>rd</sup> Quarter 2011**  
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## I. Executive Summary

During the Third Quarter of Fiscal Year 2011, Counterpart continued to implement customized technical assistance and training activities for MSMEs and Community Tourism Organizations in key regions of the country through the "Let's boost your business" (*Logremos que su empresa o destino venda más*) program. Marketing and promotional strategies and activities were designed and implemented both with previous and new beneficiaries. In Petén, a new effort to identify and incorporate technical assistance beneficiaries was initiated in a new region: El Remate, along the main road to Tikal National Park. Additionally, Counterpart supported the Central Petén Tourism Committee (CAT Petén Itzá) in the implementation of a festival and a series of events aimed at generating interesting activities that would motivate visitors to come and stay in the region, despite the recent state of restriction. In Sololá, five new beneficiaries were incorporated into the program. In the Verapaces, the main activities and results included the inauguration of the Sepalau Community Canopy Tour and the preparation and implementation of the Semana Santa (Holy Week) tourism information and emergency posts in Chisec and Raxruha. This year all of the implementation activities were led and carried out by the communities and the municipalities, with collaboration from the national health centers, municipal transit police, emergency coordination units (CONRED), and private businesses.

A novel program for allocation of credits to rural families was implemented in Chisec and Raxruha during this quarter. A tourism value chain analysis identified that sourcing of raw materials (poultry and eggs) for local restaurants was a definite constraint in the communities. At the same time, it was identified that local families, especially local women, could develop small model farms that would be able to source local restaurants. Counterpart teamed up with INTECAP in order to develop the model farms and design a series of technical assistance activities and, in parallel, started the search for potential sources that could provide the startup financing. Local Cooperative Coopsama became attracted, especially since the producers would be supported by the previously designed technical assistance package. After completing the process, 8 women received individual credit of approximately \$1,000 in order to set up their farms and buy their initial stock of animals. At the time of writing, although the credit had been awarded only 20 days before, the families were already selling all of the egg production coming out from their recently established farms.

Counterpart also started working in collaboration with Guatemala's Micro Finance Network (REDIMIF) in order to strengthen its member organizations and provide increased access to credit for rural tourism and handicrafts initiatives in areas of the project. It is expected that at least 20 rural credits will be allocated through this initiative, and follow up will continue with the 15 organizations that form REDIMIF. Additionally, Counterpart worked with sub awardee Comunidades de la Tierra in order to design a facility that would allow the creation of lines of credit for recently incubated handicrafts producer groups in the Western Highlands. Genesis Empresarial will be providing the credit to the producer groups and this model activity will probably be expanded in order to cover other handicrafts producer groups working under the Wakami products value chain.

In the Western Highlands, Counterpart finished the implementation of the interpretive trail at Cerro Sija Municipal Park in San Carlos Sija, Quetzaltenango. This joint initiative was co-financed by the local municipality, Helvetas and Conservation International, while Counterpart provided all the technical assistance for the development of the trail and associated promotional materials. Additionally, Counterpart formalized an agreement to provide technical assistance to a community group that manages Vuelve a la Vida hot springs, an important recreational destination in San Carlos Sija.

Under the sub award with Comunidades de la Tierra, over 20 emergent rural producer groups were assessed in order to identify groups with potential for business incubation and generating sales in the short term. After the process was completed, 3 groups from Totonicapán were selected:

- i Rax Uleu, Aldea Nimasac, Totonicapán, formed by 17 young persons, averaging 24 years of age (10 women and 7 men).
- i Vida y Esperanza, San Cristóbal, Totonicapán, formed by 21 persons (19 women and 2 men) who are mostly mothers and average 33 years of age.

- i Asociación de Desarrollo Integral de la Mujer Francisquense, San Francisco El Alto, Totonicapán, formed by 17 women averaging 34 years of age.

An initial baseline collecting social and economic information about the households of the artisans was developed once the groups were selected. The groups then went through a series of workshops in order to systematize their vision, become formalized as established businesses, and initiate the production process of handicrafts that will be commercialized through the Wakami value chain. The first important commercial outlet for the pieces produced by these groups will be the world famous New York International Gift Fair that will take place in mid-August.

Through the sub award with AGEXPORT's Arts and Crafts Commission, 15 rural groups were identified in order to generate new value added handicrafts collections and strengthen their internal organization as groups. Technical assistance for the production of the new designs, product lines and incorporation of new techniques was carried out during this quarter. The main outlet for these collections will be New World Crafts to be held in Antigua Guatemala on September 21 and 22 2011. In preparation for New World Crafts, 100 potential handicrafts buyers from the USA were initially identified and a US firm was hired in order to select the best buyers based on the type of offerings that will be available at the trade show. Efforts to contact and secure buyers from the rest of the world (mainly Canada, Mexico and Europe) were also carried out during this quarter. Commercialization activities included the initial showrooms and handling of orders for the local festivals with Wal-Mart and Cemaco.

The last 3 regional workshops on visitation planning and management for protected areas, with special emphasis on marketing and impact management were implemented by Counterpart in collaboration with Guatemala's Protected Areas Council (CONAP) during this quarter. This quarter's workshops were implemented in Cobán Alta Verapaz, Petén, and Izabal. In total, 6 workshops related to visitation planning and management for protected areas were held throughout the country during the 2nd and 3rd quarters of FY 2011. The feedback from the participants was very positive in general. CONAP has an increased and strengthened Ecotourism unit and the personnel participated in every workshop, so they will be able to provide some follow up with participants; however, the high turnaround of staff and political instability of CONAP continue to be important challenges to the follow up and expansion of these activities. Based on the results of these workshops, Counterpart and CONAP will be discussing with the Technical Council for Tourism in Protected Areas (COTURAP) a strategy for future activities early in the 4<sup>th</sup> quarter of FY2011.

The Public Use Plan for Mirador Río Azul National Park was printed with support from Counterpart and USAID through the Community Tourism Alliance. The official document was presented at the Mirador - Río Azul multi-sector roundtable in Petén on June 24<sup>th</sup>. At the event, CONAP Undersecretary Omar Molina and Petén Director Mariela López recognized the support from the Community Tourism Alliance both in the process for the development of the plan, which included providing support to the consultant and collaborating in the ensuing consultation, validation and socialization efforts, and in producing a printed document that will be shared with all relevant stakeholders. It is important to point out that the Mirador - Río Azul public use planning process was the first to incorporate the new guidelines for public use planning in Guatemalan protected areas. The new guidelines were developed through an integral participatory process led by the Community Tourism Alliance and CONAP.

The Community Tourism Guides training courses continued to be implemented in communities throughout the country. Five new courses were started during this quarter:

1. Sibinal Municipal Park, San Marcos: in collaboration with the Municipality of Sibinal and Austrian Cooperation with 19 participants.
2. In collaboration with the Manctzolojyá Municipalities Association, the program was implemented Santa Lucía Utatlán, Sololá: with 7 women and 11 men. Also, as part of this collaboration effort, the program was implemented in San José Chacacyá, Sololá with a total of 9 women and 6 men.
3. The community tourism guide course was also implemented in Santo Domingo Xenacoj, Sacatepéquez with 12 women and 7 men. This is the first of a series of activities that Counterpart is designing in coordination with the network of Grupos Gestores (Local Management Groups) which has representation in approximately 100 municipalities of the country and is interested in developing new activities related to tourism.

4. A second round of the Community Tourism Guide course was implemented in Chahal, Alta Verapaz. A new group of 9 participants (5 men and 4 women) completed the course.
5. The solid waste management initiative continued to be implemented in Raxruha, Alta Verapaz, covering 7 urban schools and 24 rural schools in Raxruhá, modifying the curriculum and raising awareness in approximately 3,200 students.

<b>PMP INDICATORS</b>							
<b>Indicator</b>	<b>Project Global Target</b>	<b>Fiscal Year 2011 Target</b>	<b>1st Qtr. 2011</b>	<b>2nd Qtr. 2011</b>	<b>3rd Qtr. 2011</b>	<b>Total Fiscal Year 2011</b>	<b>Cumulative Total</b>
<b>Income generated (US\$)</b>	<b>\$20,000,000.00</b>	<b>3,500,000.00</b>	<b>668,529.99</b>	<b>837,384.63</b>	<b>1,050,855.99</b>	<b>2,556,770.61</b>	<b>16,081,447.59</b>
From tourism		2,625,000.00	645,604.62	807,795.24	830,026.54	2,283,426.39	
From handicrafts		875,000.00	22,925.38	29,589.40	220,829.45	273,344.22	
<b>New Jobs created (Full time job equivalents)</b>	<b>8,700</b>	<b>2,580</b>	<b>130</b>	<b>144</b>	<b>149</b>	<b>423</b>	<b>4,704</b>
<b>Visitors</b>	<b>675,430</b>	<b>75,100</b>	<b>38,174</b>	<b>41,347</b>	<b>52,519</b>	<b>132,040</b>	<b>604,951</b>
<b>New SMEs created</b>	<b>220</b>	<b>53</b>	<b>1</b>	<b>1</b>	<b>12</b>	<b>14</b>	<b>131</b>
<b>Strengthened organizations</b>	<b>1,266</b> <i>(cumulative LOP)</i>	<b>325</b> <i>(currently)</i>	<b>68</b> <i>(currently)</i>	<b>144</b> <i>(currently)</i>	<b>217</b> <i>(currently)</i>	<b>217</b> <i>(currently)</i>	<b>1,103</b> <i>(cumulative LOP)</i>
<b>Credit allocated for tourism and handicrafts initiatives (US\$)</b>	<b>1,005,581.20</b>	<b>100,000.00</b>	<b>0</b>	<b>0</b>	<b>7,225.81</b>	<b>7,225.81</b>	<b>850,807.01</b>
<b>Leverage (US\$)</b>	<b>8,572,000</b>	<b>750,000</b>	<b>0</b>	<b>537,500</b>	<b>0</b>	<b>537,500</b>	<b>7,644,458.89</b>
<b>Cost share (US\$)</b>	<b>2,600,000</b>	<b>415,000</b>	<b>0</b>	<b>0</b>	<b>172,502</b>	<b>172,502</b>	<b>1,944,461.80</b>

3rd Quarter FY 2011 Results Summary Table

ETEO - SO2 / ECON GROWTH INDICATORS							
OP Indicators <i>Program Element 6.2 Private Sector Productivity</i>							
Indicator	Project Global Target	Fiscal Year 2011 Target	1st Qtr. 2011	2nd Qtr. 2011	3 <sup>rd</sup> Qtr. 2011	Total Fiscal Year 2011	Cumulative Total
<i>Program Element 6.2 Private Sector Productivity</i>							
Number of firms currently receiving USG assistance to improve mgmt. practices	1,124 <i>(cumulative LOP)</i>	325	68 <i>(Current)</i>	144 <i>(Current)</i>	217 <i>(Current)</i>	217 <i>(Current)</i>	1,038 <i>(cumulative LOP)</i>
Number of SMEs currently receiving USG assistance to access bank loans or private equity	196 <i>(cumulative LOP)</i>	25	0	0	8	8	154 <i>(cumulative LOP)</i>
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4 maintained	4 maintained	4 maintained	4 maintained	4 maintained	4 maintained
<i>Program Element 8.1 Natural Resources and Biodiversity</i>							
Number of people with increased economic benefits derived from sustainable natural	10,869	1,500	167	507	669	1,343	9,043

<b>resource management and conservation as a result of USG assistance</b>							
Number of women	5,142	700	33	255	313	601	4,280
Number of men	5,727	800	134	252	356	742	4,762
<b>Number of people receiving USG supported training in natural resources management and/or biodiversity conservation</b>	<b>7,210</b>	<b>750</b>	<b>27</b>	<b>332</b>	<b>468</b>	<b>827</b>	<b>6,537</b>
<b>Sales of goods and services as a result of USAID programs, in thousand \$</b>	<b>20,000</b>	<b>3,500</b>	<b>669</b>	<b>837</b>	<b>1,051</b>	<b>2,557</b>	<b>16,081</b>
<b>Number of jobs created as a result of USAID programs (Full time job equivalents)</b>	<b>8,700</b>	<b>2,000</b>	<b>130</b>	<b>144</b>	<b>149</b>	<b>423</b>	<b>4,704</b>
<b>Number of households benefiting directly from USG interventions.</b>	<b>13,372</b>	<b>1,500</b>	<b>194</b>	<b>813</b>	<b>1,128</b>	<b>2,135</b>	<b>13,294</b>

## II. Introduction

Guatemala's natural and cultural heritage and its human resources confer the country a rich potential to compete in tourism and handicrafts international markets. Tourism and handicrafts initiatives help to generate and strengthen enterprises and activities in rural areas (including community organizations and micro, small and medium enterprises). Tourism has become a leading economic activity within the Guatemalan national balance; however, Guatemalan tourism still faces huge challenges related to consolidating the traditional and non-traditional offerings and to generating new options for special interest markets that may be driven based on Guatemala's unique cultural, archaeological and biodiversity assets. Despite many initiatives, most of them isolated, for the development and marketing of tourism products by communities and small and medium scale businesses, the Guatemalan offer of tourism products and services has not been able to penetrate all key markets and in many cases lacks integration into relevant value chains.

The Alianza para el Turismo Comunitario (the Alliance), implemented by Counterpart International and its partners, through a cooperative agreement with USAID, has represented an excellent opportunity to work at the local level, promoting a greater number of micro, small and medium enterprises and enabling them to compete in international markets. The Alliance has generated, and continues to establish, a wide array of possibilities for poverty reduction, local development and food security through income and job generation in rural areas, while helping to preserve natural and cultural heritage.

By linking sustainable natural and cultural resource management with market opportunities, the necessary economic incentives are generated so that community members become interested in managing their heritage in a sustainable manner and at the same time are better able adapt to the challenges posed by climate change. In order to support community organizations, MSMEs and other tourism organizations, Counterpart will continue to implement its activities through the following strategies: 1) building the organizational capacity of rural communities and SME tourism operations; 2) creating and marketing Guatemala's distinct brand for natural and cultural community destinations; 3) improving access to marketing, product design and financial services for the SMEs in tourism destinations and handicraft development; 4) using strategic public-private alliances and, 5) improving local support for and participation in the conservation of biological diversity.

This report describes the main activities and results developed during the third quarter of Fiscal Year 2011 (April 1<sup>st</sup> to June 30<sup>th</sup>, 2011) in the regions where the project has planned interventions. Counterpart developed the activities in close coordination with institutional partners from the Guatemalan government, private sector and other NGOs including: INGUAT, CONAP, Ministry of Culture and Sports, INTECAP, National Geographic, ANACAFE, COOPSAMA, and Conservation International Guatemala. At the same time, Counterpart continues to generate and strengthen relationships and joint work initiatives with local partners such as tourism committees and commissions, local NGOs, cooperatives and producer groups.



### III. General description of activities and results

#### Component A: Tourism and Handicrafts Value Chain Strengthening

**Objective 1:** Support and create a greater number of sustainable tourism and handicrafts SMEs and community based organizations in rural destinations through the value chain approach.

**Objective 2:** Improve access to marketing, product design, and financial and credit services for SMEs and community organizations involved in sustainable tourism and/or handicrafts development.

#### Activities:

##### 1.1 Improve marketing and business practices for tourism SMEs and CBOs through the value chain approach: **“Logremos que su empresa ó destino venda más” (Let’s boost your business) program**

Counterpart continued providing customized technical assistance and training services in order to support MSMEs and tourist organizations in the project’s areas of influence through the “Let’s boost your business” program. The main activities and achievements in each region are described below.

#### Petén

During this quarter, eight new beneficiaries were incorporated into this component in the Petén region after negotiating and signing the corresponding memoranda of understanding. In total, 47 MSMEs and community organizations are receiving technical assistance and training through this component in Petén. The new beneficiaries are:

1. Exploradores de la Cultura Maya Tour Operator and Travel Agency, Santa Elena
2. Kan Ek’s Trails Tour Operator and Travel Agency, Flores
3. Horizontes Mayas Travel Agency, El Remate
4. Bruno’s Place Hotel, El Remate
5. Villa Jazmines Hotel, San Benito
6. El Muelle hotel and restaurant, El Remate
7. Las Gardenias hotel and restaurant, El Remate
8. El Cahuí Restaurant, El Remate

For several of these recently introduced beneficiaries, one of the first interventions identified during the assessment was the development of a corporate logo and image. Following the corresponding learning-by-doing process, Counterpart’s staff worked with the MSME owners and/or managers in order to develop logos and corporate images that would serve as a basis for future marketing and promotional activities. Some examples of the 8 new logos developed are shown below.



Rediscovering  
The Mayan World  
**Kan Ek's Trails**  
*Tours & Services*



*Final approved logos for Bruno’s Place Hotel and Travel Agency, Kan Ek’s Trails Tour Operator, and Cahui Restaurant.*

After the beneficiaries approve their logos and corporate image guidelines, the process to generate the needed promotional materials is initiated. Business cards are among the first basic materials that beneficiaries need in order to project a professional image and begin positioning of their enterprises. Business cards for 8 tourism businesses and destinations were developed during this quarter, including the following:



*Business cards for Ixpanpajul Tourism Park and for Oti Hotel.*

Other promotional materials developed during this quarter included promotional banners, illuminated banners, and a promotional tour sheet for a tour operator.



*Sample promotional banners for a restaurant and a handmade jewelry producer.*

Counterpart is working with the Petén Tourism Committee (CAT Petén Itzá) in generating an improved image and promotional strategies for the annual Petén Cultural Festival, which will take place in August featuring artistic presentations, plays, traditional dances, representation of local traditions and local cuisine.



*New Image for the festival developed through a participatory process with stakeholders.*

### **Sololá**

During this quarter Counterpart incorporated 5 new MSMEs into this technical assistance program, reaching a total of 25 beneficiaries for the region in the municipalities of Sololá, Panajachel, San Pedro La Laguna, San Juan La Laguna, San Marcos La Laguna and Santiago Atitlán. Work focused on strategy design and implementation of marketing and promotion activities.

**Some of the relevant activities and results in this region include:**

#### Fundación Tradiciones Mayas (FTM)

Counterpart continued to work with this foundation that supports fair trade and incorporates over 100 women from 7 rural communities of Sololá. During this quarter, work focused on the design of a brochure, promoting natural medicine products, and a fact sheet about the Foundation's health program. Additionally, Counterpart is collaborating with FTM in order to support their participation in New World Crafts that will be held in Antigua Guatemala on September 21 and 22. The exhibit space for the Foundation and its groups has been secured and work will continue in order to prepare the necessary display and promotional materials.



*Brochure promoting FTM's natural medicine products.*

### Restaurante Campestre

Counterpart worked with this restaurant, located in Soloá, in the design of its new menu.

### El Gran Mirador

This hotel, offering complementary restaurant and conference room services, just started operations three months ago in Sololá. The hotel requested Counterpart's support in order to develop a logo and corporate image in order to support a professional launch and market positioning. Counterpart's technical staff is also working with the hotel on identifying the necessary promotional strategies and tools in order to draft a promotional and marketing strategy.



*Logo developed for El Gran Mirador Hotel.*

### Hotel Posada Chinimayá:

Based on the initial assessment and strategy with this hotel, Counterpart worked on the design of its business cards and a promotional e-sheet that the hotel has been using to contact prospective clients via email.



*Promotional e-sheet for Hotel Posada Chinimayá.*

### Hotel Cacique Ralón

After completing the logo and corporate image design process for this hotel offering lodging and conference rooms in Sololá, Counterpart continued the learning-by-doing process and worked on the preparation of road signage, business cards and a promotional factsheet for this hotel. The strategy points a series of materials that should be produced during the next quarter in order to complete the foreseen promotional package.



Road sign, business card and promotional factsheet based on the corporate image of Cacique Ralón Hotel.

### Casa Alegre Tours

Counterpart worked with this travel agency, which offers tour packages, hotel reservations and guided tours around Lake Atitlán, in order to generate a logo and corporate image and its business cards, the first necessary promotional material identified in the strategy.



Business cards for Casa Alegre Tours.

### Lago Aventura Tour Operator

This tour operator, located in Panajachel, specializes in adventure and extreme sports tours. The technical assistance process began this quarter with the design of a logo and corporate image and business cards.



Logo for Lago Aventura Tour Operator.



#### Zonas Turísticas Guatemala Tour Operator & Travel Agency

This travel agency offers land, water and air transportation as well as community and adventure tours in Guatemala and Mexico. During this quarter, work focused on establishing the primary marketing needs and strategy and developing the logo that will serve as a base for the corporate image. At the time of writing, efforts are focused on the design of a promotional factsheet and a brochure.

#### Hotel Victoria

The initial steps for the marketing and promotion activities were carried out with this small, 11 bedroom hotel located in Panajachel. The design of the logo was completed and approved, and current work is focused on the design of a promotional factsheet.



*Logo for Hotel Victoria.*

#### Asociación de Guías de Turismo [Altiplano Verde]

The Panajachel Official Tourism Guide Association is formed by tourism guides of Maya origin who have been certified by the National Tourism Institute (INGUAT). Counterpart is supporting this association in generating a professional image, developing a promotional strategy, and obtaining the necessary training and specialization courses for their professional development.



*Logo for the Panajachel Tourism Guide Association.*

#### Eco Spanish School

Counterpart continued to work with these schools, located in San Juan La Laguna and Santiago Atitlán. During this quarter Counterpart worked on the preparation of a flyer that will be used to promote specialized home stays with local families during the Semana Santa (Holy Week) high season in San Juan La Laguna in Lake Atitlán.



Promotional flyer promoting Semana Santa homestays.

### Hotel Mansión del Lago

After having completed the process for the development of the Logo and corporate image of this hotel in San Pedro La Laguna, Counterpart worked during this quarter on the production of a promotional factsheet that is being distributed through key outlets identified for this hotel.



Promotional factsheet of Mansión del Lago Hotel

### Artesanías La Cueva

During this quarter, Counterpart worked with this handicraft business, located in San Juan La Laguna, specializing in leather work, especially shoes and handbags, in order to develop a logo that will serve as a base for the development of a corporate image. This step is a key first step in the promotional strategy, since the business was legally established recently during the previous quarter.



*Logo developed for La Cueva leather handicrafts*

### Oxlajuj B'atz'

Counterpart worked on the design of sales tags for 9 women handicrafts producer groups and in the production of promotional postcards in order to promote the work of this organization and the products of the producer groups being benefited.



*Postcards produced with Oxlajuj B'atz'.*

### Niños ISP Internet

This initiative provides internet services to tourism businesses such as hotels, restaurants, Spanish Schools and extended stay tourists in San Pedro La Laguna. It is set up as a non-profit organization which donates profits to a special social program known as Children of the Lake. Counterpart worked on generating a new logo that will serve as a base for the corporate image and for future promotional strategies.



### **Sololá's Tourism Commission**

Counterpart supported Sololá's tourism commission in negotiating with Guatemala's Tourism Institute (INGUAT) in order to have the destination logo for Lake Atitlán (for which Counterpart also supported the creation and socialization process) into the new road signage being developed by INGUAT for destinations within Lake Atitlán.

### **Verapaces**

#### Puerta al Mundo Maya plus local SMEs promotional brochure

As has been done in the past, Counterpart worked with Chisec's Community Tourism Association (AGRETUCHI) to produce a promotional brochure. The brochure was produced and published as a public-private partnership, since four private local SMEs, which provide tourism services (Coban Travels tour operator, Estancia de la Virgen, Villa Victoria and Casa Vieja hotels) co-sponsored the publication of the brochures. Thanks to this collaborative effort 10,000 brochures were produced and distributed through hotels and tourism destinations as well as municipal information points prior and during the Semana Santa (Holy Week) high tourism season. The brochure also proved to be an effective way of presenting the recently inaugurated Community Canopy Tour at Sepalau Lagoons.

#### Sepalau Community Canopy Tour

Sepalau community generated a new tourism attraction, a canopy tour over the Sepalau Lakes. This project was supported by the Municipality of Chisec and private companies. Counterpart put the Sepalau community leaders in contact between with the owner of Hun Nal Ye hotel and tour center so that he provided technical support to Sepalau in finishing the planning and design process for the canopy tour. Counterpart supported the training of the new canopy tour guides. The canopy tour was inaugurated with a traditional Q'eqchi' Maya ceremony in the week prior to Semana Santa (Holy Week). Sepalau was one of the few destinations in the Verapaces region that registered increased visitation despite the state of siege implemented in the region during December and January, which proves that the canopy tour has generated increased interest in this destination.

#### Semana Santa (Holy Week) coordination

As in other years, Counterpart worked along with local AGRETUCHI association (Community Tourism Association of Chisec and Raxruhá) in preparation for the Easter tourism high season. AGRETUCHI and the local municipalities of Chisec and Raxruhá, led the efforts in order to create and manage Information and Assistance Stands for travelers visiting the region during the holiday break. The effort included participation by the National Emergency Coordination Office (CONRED), the Municipal Transit Police, the National Civil Police, Health Centers and the municipal Red Cross. It is very important to point out that since 2010 Counterpart has only provided support to the initiation of the efforts by the tourism association and the municipalities, but all the implementation actions have been coordinated and implemented exclusively by local actors.

## **1.2 Increase access to credit and financial services for tourism and handicraft SMEs**

#### Credits for productive projects with families from communities in Chisec and Raxruhá, Alta Verapaz

During this quarter, credits for productive projects related to the tourism value chain were awarded to 8 families of the Maya Q'eqchi' communities of Sepalau, Candelaria Camposanto, and La Unión in Alta Verapaz. Each family received a credit of Q 8,000.00 (roughly \$1,000.00) from local Cooperative COOPSAMA, which has been a key partner in the implementation of this initiative.

During the previous quarter, Counterpart and local partner AGRETUCHI (Community Tourism Association of Chisec and Raxruhá) had identified rural families who were interested in developing new productive alternatives related to tourism services offered in community destinations. Initial meetings and assessments showed that there was a good opportunity to develop new businesses related to providing turkeys, eggs and hens to the food service providers in the region. After a series of preparatory meetings and assessments, Counterpart supported a technical and financial evaluation of these potential projects, which showed promising results. After scouting several local financing

institutions in order to obtain the startup capital for the productive projects, COOPSAMA (a local cooperative) showed the greatest interest and compatibility with the projects under discussion, also offering favorable terms for the future micro entrepreneurs. After a series of informative meetings and site visits, 9 families are ready to continue the process and initiate the paperwork required for the credit in order to establish their small productive projects. At the same time, an agreement with the Coban office of the Technical Training and Productivity Institute (INTECAP) allowed a specialized consultant to provide technical assistance to the families in order to guide them through the first months of the productive cycle. It is estimated that within a year, the productive cycle will be complete and the families will have been able to pay their credits back, allowing for a new round of beneficiaries and also replicating the model in other parts of the country.

Coopsama has expressed that in this case they saw the project as a good initiative because it has the technical support from Counterpart and its local partners AGRETUCHI and INTECAP in order to help the families both in the technical aspects of the productive projects and in the appropriate management of the loans. From here on, follow up will focus on supporting the families on several aspects of the productive projects through technical assistance in order to attain sustainability and profitability. Technical assistance topics will include efficient raising and upbringing of poultry, market analysis and negotiations, processing of products, management of financial projections and credit balances, etc. As for the beneficiaries, many of them expressed that the difference between this program and other similar programs of access to credit is the fact that all the partners have taken the time and work to explain the terms of the initiative clearly and solve doubts. Even some families who had received credit in the past were initially weary to become involved but after attending the first informative sessions and workshops, they realized that this was a different initiative where technical assistance and support from the organizations was available throughout the process.

#### Collaboration with Guatemala's Network of Microfinance Institutions (REDIMIF)

After searching for potential partners for the implementation of increased access to credit interventions for rural tourism and handicrafts initiatives, Counterpart has been working with REDIMIF. Through a collaboration agreement Counterpart will support REDIMIF on strengthening its member institutions and their personnel in order to better identify potential tourism and handicrafts projects and to facilitate their access to credit and financial services. Based on the initial interventions, it is estimated that at least 20 cases will be identified and supported in the necessary process in order to grant them with the necessary financing. REDIMIF will work with Counterpart in order to monitor the results of the loans after they have been allocated and to identify future needs for technical assistance for the implementation and sustainability of the projects. Also, both organizations will continue to collaborate in order to identify opportunities to consolidate and expand the initiative if positive results are achieved.

Guatemala's Network of Microfinance Institutions (REDIMIF) is a civil association established in 2001. It is integrated by associations and institutions working in the microfinance sector, and its main purpose is to coordinate and channel the efforts and resources of its affiliates. REDIMIF has a non for profit nature and it seeks to strengthen and continuously provide financial, technical and training products and services. The Network seeks self-sustainability of its programs and partnerships, in order to contribute to the development of the sector of micro and small companies in the country. REDIMIF is headed by a Board of Directors integrated by 7 representatives of its affiliated institutions, an Executive Director and some specific-topic work commissions: Gender, Rural Finance, Training & Education, Communications & Editorial Committee, and Ethical Committee. REDIMIF is currently integrated by 15 institutions, which encompass 118 branch offices throughout the country.

#### Lines of credit for incubated handicraft businesses in the Western Highlands

This initiative is being implemented as part of the sub award agreement with Comunidades de la Tierra. Counterpart and Comunidades de la Tierra evaluated the incubation methodology that Comunidades has been applied successfully with rural producer groups in Guatemala. It was identified that a major challenge in working with these groups is the working capital needed in order to acquire raw materials and minor equipment that could lead to increased productivity. In some cases, the groups are able to negotiate external funding for the working capital; also,

revolving funds have been created in some cases. The problem with these mechanisms is that they are vulnerable: if the groups are able to allocate bigger sales, then they will need additional financing, or if an emergency arises, the revolving fund may be used for purposes other than working capital.

In light of such observations, Counterpart and Comunidades de la Tierra decided to study options that could lead to establishing credit lines for the three producer groups being incubated in the Western Highlands under the sub award agreement. The search for potential options and partners has brought Comunidades de la Tierra and Counterpart to initiate work with Genesis Empresarial. The first step was to explain to Genesis the details of how the handmade business works through the value chain as conceived for the incubated groups. Based on this process Genesis will develop a series of customized procedures so that the groups gain access to loans and technical assistance that will allow both the groups and their members to receive credit for the working capital and leave a line of credit that can be used for future orders or expansion activities. During the next quarter the groups will be completing their assessment of working capital needs and the process will be implemented in collaboration with Genesis Empresarial.

#### Potential credit for the Wakami handicrafts producer groups

Through a small portion of the sub award agreement with Comunidades de la Tierra, Counterpart is supporting general marketing and commercialization activities for the Wakami product lines, which will constitute a value chain link for some of the incubated producer groups. So far the marketing and commercialization activities have been very successful, in fact if new orders are placed, Wakami may have a limitation on funding the working capital needed in order to source raw materials and provide some initial payments to the producer groups. Counterpart will continue to work with Comunidades de la Tierra in order to explore and pursue alternative sources of financing that would ensure proper delivery of the new orders received. Some options being explored include dividing the financing needs between the raw materials sourcing that could be used to generate new credit lines for the producer groups and the other costs that Wakami would need to cover. Foreseen actions include continuing to explore and negotiate with potential financing institutions and providing support in order to ensure funding from some alternative sources such as Agora partner networks.

### **1.3 Develop and consolidate new tourism products and services in the Western Highlands**

#### Cerro Sija Ecological Park, in San Carlos Sija, Quetzaltenango

During this quarter Counterpart continued to support Cerro Sija Ecological Park in the implementation of its interpretive trail. In collaboration with the Peace Corps Volunteer assigned to this protected area, the Cerro Sija community management association produced a preliminary sketch of texts for the interpretive trail and its signs. Based on a preliminary script of the interpretive stations, Counterpart worked together with the park management to improve the texts and the stations' graphic design.

Based on the initial texts, Counterpart proposed as a general topic for the interpretive trail the "protection of the park and its surroundings" and the interpretive theme was tailored as "Cerro Sija protects us all, so we must also protect it". In total, eleven interpretive stations were designed, nine of which are thematic and informative in nature, while the last two will serve in order to receive feedback about the experience on the trail.

Once the texts had been re-tailored into an interpretive script, they were discussed and modified with the park's management and representatives of Helvetas, Quetzaltenango. Final texts were then converted into a preliminary design proposal, which was validated and modified accordingly after feedback from the stakeholders. The final interpretive signs are ready to be installed in the park. This concludes the first phase of Counterpart's support to this park, but probably joint work will continue in order to further support promotional and administrative projects that will be discussed with park managers during the next quarter.



*Illustration depicting the process for the production of the interpretive signs: after approving the texts, a preliminary design was presented and after feedback the final designs were produced.*

#### “Vuelve a la Vida” hot springs in the Agua Caliente community, San Carlos Sija, Quetzaltenango

Counterpart signed a memorandum of understanding with the G-40 group, which is in charge of managing “Vuelve a la Vida” hot springs pools, located in San Carlos Sija, Quetzaltenango, along the road to Huehuetenango. Counterpart will collaborate with the Peace Corps Volunteer assigned to the community and the management structure in order to provide technical assistance on management and financial issues as well as in marketing and promotion activities.

#### Assessment of Sibinal, San Marcos Community Tourism destinations

During the first week of June Counterpart was invited by the Austrian Cooperation to visit community based tourism operations in the municipality of Sibinal. During the visit, Counterpart interacted with local cooperatives “Llanuras del Tacaná” and “La Vega del Volcan” as well as with the local Tourism Committee (CAT), Action Against Hunger, the San Marcos Diocese and the Central Mennonite Committee. The Central Mennonite Committee is leading the implementation of the Sibinal Rural Development Plan, which incorporates tourism as a key activity for these cooperatives, which are located on the gateway to Tacaná Volcano, the second highest in Central America. The Committee and the communities have been working in order to identify potential tourism opportunities that would complement visits to Tacaná volcano and Counterpart’s support in the process has been requested.

Some of the potential tourism destinations visited included:

- i Canjulá Municipal Park: Managed by the Municipality of Sibinal and focused on recreational activities. The park has basic infrastructure including a cabin that serves as a dorm, a meeting room, trails and playground.
- i La Vega del Volcán Cooperative: Located approximately 20 km away from Sibinal, this is a perfect access point for Tacaná Volcano. The community has received support from volunteers in order to build a shelter that may serve as a dorm for mountaineers visiting Tacaná Volcano, and the community is analyzing the feasibility of developing a small restaurant and an interpretive trail.



*Panoramic view of La Vega del Volcán Community*

- i Llanuras del Tacaná Cooperative: is formed by representatives of 3 communities. Due to their location near the Mexican border, these communities are the main entry point for visitors from Mexico who want to climb up Tacaná Volcano. The organizations working in the community and the community representatives are contemplating the possibility of setting up a tour operator in order to provide better structured services to visitors.

Based on these results, Counterpart will continue to communicate with the Austrian Cooperation and the Central Mennonite Committee in order to identify avenues for collaboration and possible support actions for the communities of Sibinal.

#### Preliminary visit to Aventura Maya Quiché in Totonicapán

Counterpart made a preliminary assessment visit to some of the service providers under the Aventura Maya Quiché circuit in Totonicapán. The assessment showed that this initiative, that has been marketed as community tourism is really a private enterprise run by a Quetzaltenango based entrepreneur who subcontracts several service providers and artisans in Totonicapán in order to entertain tourists. The individual service providers showed interest in becoming organized and developing a better knowledge of the financial and administrative management of Aventura Maya Quiché, but the entrepreneur who commercializes the circuit showed no interest in becoming involved in the technical assistance provided by Counterpart. Counterpart will look for other opportunities in order to better assist other initiatives that are determined to be really community based.

### **1.4 Incubate new handicrafts producer groups in the Western Highlands and incorporate into value chains**

This component is carried out through a sub award agreement with Comunidades de la Tierra, a Guatemalan non-profit organization. After the negotiation and signing process of the agreement was completed, implementation of this component began in March 2011. The main activities and results for this component are presented below. Most of the activities carried out during this quarter are preparatory activities related to the identification and selection of producer groups, initial assessment, strengthening workshops and technical assistance, identification of role in the value chain, and initial tests. The formal production phase will be carried out during the 4th quarter of 2011.

In general terms, after an initial assessment process, 3 producers groups from communities of Totonicapán were selected as beneficiaries. The groups are formed by 46 women and 9 men. Additional actions will be implemented in order to increase the number of women beneficiaries and make a more effective use of resources. The process is being developed as planned, and the groups will be initially connected to the Wakami value chain, since this strategy provides a better chance of generating sales and income within a short period of time.

The main activities and results implemented during the 3rd quarter of FY 2011 include:

#### **1. Identification, assessment and selection of producer groups**

In total, over 20 handicrafts producer groups from the Western Highlands (mainly Quiché and Totonicapán) were visited. After initial approaches and evaluations, attention focused on the groups from Totonicapán. According to the terms of the agreement, the three groups with the highest potential in terms of abilities of the members and potential for organization were selected in order to carry out the nurturing process. The selected beneficiary groups are:

- i Rax Uleu, Aldea Nimasac, Totonicapán, formed by 17 young persons, averaging 24 years of age (10 women and 7 men).
- i Vida y Esperanza, San Cristóbal, Totonicapán, formed by 21 persons (19 women and 2 men) who are mostly mothers and average 33 years of age.
- i Asociación de Desarrollo Integral de la Mujer Francisquense, San Francisco El Alto, Totonicapán, formed by 17 women averaging 34 years of age.

An initial baseline collecting social and economic information about the households of the artisans was developed once the groups were selected.

Also, following the selection of the three beneficiary groups, a formal and detailed presentation of the methodology of work was carried out and the groups proceeded to negotiate and sign a memorandum of understanding with Comunidades de la Tierra, which establishes the roles and responsibilities both of the group and its members and of Comunidades de la Tierra during the nurturing process.

## 2. Implementation of dreams and visioning workshops

Two rounds of dreams and visioning workshops were conducted with each one of the three selected beneficiary groups. The first workshop focuses on the participants expressing their individual dreams. The individual dreams of the participants are then used as means to generate identification with the group, and compromise both with themselves and with the group in order to work harder and participate actively in order to pursue each one's own dreams and the goals of the group. Some exemplary dreams expressed in the first workshop included:

- i Rax Uleu: travel, studies, business, computers, family unity, community development, productive training.
- i San Francisco: buy pigs, buy sewing machines, houses, businesses, community libraries, land, association growth, planting cash crops, community development.
- i Vida y Esperanza: businesses, support and opportunities for women, travel, studies for children, improvement of family quality of life.

During the second round of workshops, the groups review the list of individual dreams and also generate consensus around a list of group dreams. Group dreams are then prioritized in order to use them as guiding principles in the business planning process. The main dream for all three groups was to find a MARKET for their products. Specific group priority dreams captured during the workshops included:

- i Rax Uleu: 1. Group business, 2. Being able to combine production with new education and study opportunities, 3. Strengthening of the association generating benefits for the community.
- i San Francisco: 1. Generate economic income through elaboration and sale of products, 2. strengthen the association and support a greater number of women.
- i Vida y Esperanza: 1. Legalize the group as an association, 2. Create a group business, 3. Produce and sell embroidery products.

## 3. Value chain incorporation workshop

In order to provide readily access to markets and to generate sales and income in the fastest way possible it was determined that the three producer groups could be incorporated into the Wakami value chain. In order to negotiate such a process, individual workshops were carried out with each group in order to present how the Wakami value chain works and to discuss the main challenges and opportunities offered through Wakami. All three groups expressed interest in participating in the Wakami value chain, especially since it would provide them with a quick access to market for their products.

## 4. Assessments and trainings on production techniques

During this phase of the process, the product with greatest potential for each group was identified. The product ideas were shared with each group, and a negotiation process on how to manage production and the improvements needed was carried out with each group.

- i Rax Uleu will produce an entirely new product: bracelets combining beading with a miniature adaptation of traditional loom techniques. The wristbands will be integrated into a collection under the concept of "The Missing Link," and its launch is projected for August 2011 both at the New York International Gift Fair and in Guatemala. Only 4 members of the group had previous experience with bead products, but through training, the 17 members have acquired and mastered the technique. Additional training and an exchange of experiences workshop will be required in order to improve quality aspects and for the

producers to learn some more complex techniques, particularly those related to tying or finishing the products.

- i San Francisco will produce boy and girl dolls for the "Stories of past lives" collection. Despite initial training and technical assistance, the women needed to improve their sewing technique, so an additional intensive week of sewing training was carried out during the second week of June.
- i Vida y esperanza will produce bracelets and necklaces for the "Life is what you make of it" collection. The group has demonstrated abilities above the standard, and the first samples are almost within the required quality. Additional technical assistance in order to conform to standardized measurements and requirements was implemented.

#### 5. Transforming the groups into businesses

Through a series of workshops and related activities the producer groups assess their current status, learn about the process of becoming a formal enterprise and take the necessary steps into formalization.

The first workshop, carried out with each individual group, focused on assessing the current situation of the group, analyzing how it has been working and what results they have achieved. The exercise allows determining what types of additional interventions are needed in order to improve the status of the group.

- i For Rax Uleu, the main challenges identified included: low sales, limited access to markets, products need to be improved, lack of a fixed customer base, need of working capital, need to improve organizational structure and to establish a legal figure for the group, need to improve communication amongst members.
- i For San Francisco the situation was a little different than the other groups. On the one hand, they do have a legal figure, since they are an association; however, they do not understand the organizational roles and responsibilities of an association and its members. They have not been able to allocate sales as a group, they have no clients, their products are very traditional and they do not consider that they would be able to compete in the local market.
- i Vida y Esperanza identified that they lack a legal figure as a group and they require internal strengthening as a group. Although they have received some training on production they have only been able to sell products individually, not as a group. They consider that their work tools are somewhat deteriorated. They require working capital.

The second workshop provides the groups with information of what an enterprise is and how the enterprise should generate value and distribute it among the members of the group. An overview of the different types of enterprises is presented and the groups choose what type of enterprise they want to become. All three groups expressed interest and commitment in order to establish their own enterprise in order to generate sales and income.

The third activity of this phase includes two trips for exchange of experiences by the groups. In the first trip the groups visited the main office (and storage warehouse and merchandise reception facilities) of Kiej de los Bosques, who will be their first customer for the new products. During this visit the group members are able to experience what it will take in terms of travel time and logistic arrangements in order to deliver their orders. Also, each group gets to participate in a general presentation of the methodology and an open Q&A session in order to solve any further doubts. The groups were very motivated during the visits and expressed their satisfaction and relief because the visits will allow for easier orientation when the time comes to deliver orders. The second trip is an exchange of experiences trip to visit other producer groups who are more advanced in terms of organization and production. Through a participatory methodology members of the group engage in a series of activities and inquiries in order to gather relevant information from the host group and then share their findings and additional questions both with members of their own group and of the host group. The 3 groups carried out their visits to Kiej and to a producer group during May and June.

At the moment of writing, the next workshops for the incubation process are being conducted and the members of the groups are at an intensive preparation phase for production in which they are producing samples that are being constantly evaluated for quality and additional interventions are being developed in order to address flaws and weaknesses identified during this phase.

6. Development of new product collections

In parallel with the work with the beneficiary groups, Comunidades de la Tierra is also working on the conceptual and implementation development of two new handmade collections: "The missing link" and "The four elements". The process for generating the new collections has included the production, review and adjustment of: initial drawings, preliminary prototypes, final prototypes, training of the producers, and development of the technical information sheet. A key step in the development of new products has been transforming the initial drawings into prototypes and testing and standardizing the prototypes, which in turn allows for accurate cost calculation, a key element in the development of the business model. The next steps that will be implemented during the next quarter include development of the quality control sheet, history of the product, and design and implementation of packaging.

7. Improvement of production and marketing of Wakami products

Through the sub award, Comunidades de la Tierra will develop a series of activities in order to improve the production processes and the marketing outlets for Wakami products. During this quarter the activities concentrated on reviewing the image of the current Wakami products and suggesting the necessary improvements, improving the Wakami website and developing the image of the new Wakami products. The [www.wakami.net](http://www.wakami.net) website was reviewed and it was determined that design improvements were necessary in order to reflect the new design trends of the products and to generate a more dynamic site for users. New views for the home and each category were developed, and improvements in navigation functionality related to pictures were implemented.

**1.5 Strengthen artisan groups already operating in the Western Highlands through the development of value added handicrafts collections and insertion into value chains**

This component is implemented through a sub award with AGEXPORT's Arts and Crafts Commission. During this quarter the work focused on identifying and assessing potential groups for interventions. After the initial process concluded, the following groups were selected for carrying out an improved design and linkage to value chain process.

No.	Group	Location	Types of products
1	Grupo Renacer	Aldea Quiaquizuyal, Malacatancito, Huehuetenango	Baskets from pine needles.
2	Asociación de Cooperativas de Huehuetenango - ASDECOHUE-	Costado sur campo de aviación las lagunas zona 10, Huehuetenango	Textiles and knitted accessories.
3	Coop. De Producción Artesanal Unión Chuchumeca	Aldea Chiaval, Todos Santos Cuchumatanes, Huehuetenango	Textiles. Personal accessories using traditional textiles from the region.
4	Concepto Ixil/Fundación AGROS	18 av. B 7-45 zona 15, Vista Hermosa I. Nebaj, Quiché	Textiles
5	Asoc. Chajulense	San Gaspar Chajul, Quiché	Textiles



6	Coop. Integral de Producción de Palma COIPALMA R.L.	Santa Cruz del Quiché, Quiché	Palm leave basketry. Office and household products.
7	DISESAMA	Cantón Chubaj KM: 135.5, Chichicastenango, Quiché. A la par de iglesia católica	Textiles
8	De Colores	6a calle 6-21 zona 1, Colonia 10 de julio Chichicastenango, Quiché	Textiles
9	Ruth y Noemi	Colonia 10 de julio, Casa No. 41, Chichicastenango, Quiché	Textiles
10	COPACAT	Cantón Poxlaju, Totonicapán	Pottery
11	Asoc. Alfa (Cajetería Ajpop)	7a calle 1-43 zona 4, Totonicapán	Wood
12	Asociación AMA	Aldea Loma Linda, El Palmar, Quetzaltenango	Textiles
13	Coop. De Producción Integral Loma Linda	5a ave. "A" 6-17 zona 1, Quetzaltenango	Bamboo household products.
14	Asociación Nueva Alianza	Aldea San Martín Chiquito, Quetzaltenango	Textiles. Personal and household items.
15	Asociación de Desarrollo Integral Rural ASDIR	Caserío Xetinit Edificio No. 184, Aldea Nimasac Totonicapán, Guatemala	Plastic baskets and accessories.

#### New World Crafts

The sub award is intended to support the organization of the New World Crafts as one of the main outlets for the new handicrafts products produced by the beneficiary groups. During this quarter work focused on identifying and selecting the best buyers from important markets including USA, Europe, Canada and Mexico. A firm in the USA was hired in order to make a final selection of the best buyers out of an initial 100 buyers database, taking into account the types of products, location and market niches. Once prospective buyers are selected and contacted, paperwork for their travel plans begins. The sub award will cover air fares for buyers from the USA.

#### Other commercial activities

Other commercial activities have been initiated in order to promote sales in pre-identified local and regional markets. Wal-Mart has placed orders worth \$128,000 for products that will be sold during their "Orgullo Chapín" festival to be held from July 27 to August 11 in 7 Wal-Mart stores in Guatemala City and Quetzaltenango. For the "Guatemala Nuestra" festival in Cemaco Stores, orders worth \$75,250 had been placed at the time of writing. It is anticipated that additional orders will be placed, benefiting at least 15 Guatemalan producers. The festival will be held from August 28 to September 18 at 6 Cemaco stores in Guatemala City and Quetzaltenango.

Guatemalan exporter Manos Preciosas will participate at the New York International Gift Fair in August in order to promote handicrafts products from different producers.

### **Component B: Market-based Conservation Strategies through Tourism and Handicrafts Sectors**

**Objective 3:** Improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.

**Objective 4:** Improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.

## **2.1 Improve local and institutional capabilities on public use planning and tourism management in protected areas**

### Workshops for improved visitors management in Guatemala's Protected Areas system

The last 3 regional workshops on visitation planning and management for protected areas, with special emphasis on marketing and impact management, were implemented by Counterpart in collaboration with Guatemala's Protected Areas Council (CONAP) during this quarter.

The workshop for the Verapaces region was held on April 12 in Cobán with 32 participants (22 men and 10 women) representing approximately 15 different organizations including: private natural reserves, government institutions, protected area managers, and community organizations. Some of the represented organizations included: Private Natural Reserves of Ranchitos del Quetzal, Biotopín, Chelemhá, Montebello and Posada Del Quetzal; Community destinations of Salto de Chilasó, Puerta al Mundo Maya, and Ecoquetzal; Protected areas and protected area managers of Sierra de las Minas, Biotopo del Quetzal, Parque Nacional Laguna Lachuá, and Calmecac.

The workshop for Petén was held on May 10 and 11 with 38 participants (23 men and 15 women). Participants represented different types of organizations, reserves and tourism destinations including the following: Protected areas and protected area managers of Yaxhá, Nakum, Naranjo National Park, Tikal National Park, Mirador - Río Azul NP, Laguna Del Tigre NP, Cerro Cahui Protected Biotope, Naachtún Dos Lagunas Protected Biotope, Hulew Che Há Private Natural Reserve, Chacá Private Natural Reserve, and Fundación Defensores de la Naturaleza; Municipalities of Southern Petén; INAB; CUDEP; FARES; and El Sombrero Hotel.

The workshop for Izabal was held on May 24 and 25 in Puerto Barrios. In total, 17 participants (9 men and 8 women) from different organizations and protected areas participated in the workshop. Participants included representatives from Cerro San Gil Protected Springs Reserve, Chocón Machacas Protected Biotope, Sierra Caral, Sierra Santa Cruz, Las Conchas Recreational Protected Park, CISP, FUNDAECO, FUNDARY and the National Ports Administrator for Izabal (EMPORNAC).

In total, 6 workshops related to visitation planning and management for protected areas were held throughout the country during the 2nd and 3rd quarters of FY 2011. The feedback from the participants was very positive in general. CONAP has an increased and strengthened Ecotourism unit, and the personnel participated in every workshop so they will be able to provide some follow up with participants; however, the high turnaround of staff and political instability of CONAP continue to be important challenges to the follow up and expansion of these activities. Based on the results of these workshops, Counterpart and CONAP will be discussing with the Technical Council for Tourism in Protected Areas (COTURAP) a strategy for future activities early on during the 4<sup>th</sup> quarter of FY2011.

### Official presentation of the Public Use Plan for Mirador - Río Azul National Park

The Public Use Plan for Mirador Río Azul National Park was printed with support from Counterpart and USAID through the Community Tourism Alliance. The official document was presented at the Mirador - Río Azul multi-sector roundtable in Petén on June 24<sup>th</sup>. At the event, CONAP Undersecretary Omar Molina and Petén Director Mariela López recognized the support from the Community Tourism Alliance both in the process for the development of the plan, which included providing support to the consultant and collaborating in the ensuing consultation, validation and socialization efforts, and in producing a printed document that will be shared with all relevant stakeholders.

It is important to point out that the Mirador - Río Azul Public use planning process was the first to incorporate the new guidelines for public use planning in Guatemalan protected areas. The new guidelines were developed through an essential participatory process led by the Community Tourism Alliance and CONAP. The process began with an analysis of tourism policies and their relationship to biodiversity conservation, and this policy analysis exercise was led by Counterpart and CONAP during 2009. The policy analysis demonstrated that many policy documents exist in

Guatemala but the majority of them lack the practical tools for implementation. Counterpart then worked with CONAP and protected area managers in order to determine which tools were the most important in order to favor conservation of biodiversity through tourism activities. It was identified that the public use planning and management tools available were never really applied for Guatemalan protected areas, since they were not adapted to the reality of the country and its protected areas. CONAP requested Counterpart's support in developing a new set of guidelines for public use planning. The new guidelines were developed, along with a new mechanism for tourism concessions in protected areas. At the same time, a basic manual for protected area managers was developed and a series of training workshops were designed in order to better prepare protected area managers and consultants to develop and monitor public use plans based on the recently developed guidelines. The guidelines for public use planning and tourism concessions in protected areas have been approved by all relevant technical departments within CONAP and are only pending official signature and approval by the CONAP Council. In any case, training based on the manual has already been implemented throughout the country, and the public use plan for Mirador ◻ Río Azul National Park was the first one developed under the new guidelines developed in collaboration by Counterpart and CONAP.



*Omar Molina, CONAP undersecretary, officially presents the Mirador Public Use Plan at the Mirador multi-sectoral roundtable meeting in Petén*

## **2.2 Support SMEs in the implementation of good management and environmental practices leading to a sustainable tourism certification seal**

The process for sustainable tourism certification under the Great Green Deal Seal has its own timeline, determined by external factors and other supporting partners. While this process advances, Counterpart has continued to explore other ways that we could help communities and SMEs implement good management and environmental practices that would get them in a better position when looking for some type of certification.

In the past Counterpart had collaborated with Guatemala's Center for Cleaner Production (Centro Guatemalteco de Producción Más Limpia, or CGP+L) in order to implement cleaner production assessments and interventions with a group of small hotels. Building up on this experience, the CGP+L implemented a similar program with hotels from Panajachel in Lake Atitlán, where the expectations for control of disposed waters have grown after the crisis caused by several cyanobacteria flowerings in recent months. Not only hotels were interested, restaurants also requested

assistance for the implementation of cleaner production, and the local Municipality has expressed its commitment to also support the action. Based on the great interest of the restaurants and the Municipality to participate and co-invest in the process, Counterpart decided to work in a collaboration agreement with the CGP+L in order to implement cleaner production with 15 restaurants of the Panajachel Municipality. The process will include a series of public events in order to present the initiative and its results, as well as on site assessments, technical assistance and follow up on implementation of improved practices. At the time of writing, the Canadian Cooperation's PROSOL Program had contacted Counterpart in an effort to look at ways of expanding this program to a greater number of MSMEs in the Lake Atitlán region.

Guatemala's Center for Cleaner Production (CGP+L) is a non-profit technical institution established in 1999, and registered as a Foundation since 2007. The CGP+L is supported by the Swiss State Secretariat for Economic Affairs (SECO), the United Nations Environment Program (UNEP), and national institutions such as Del Valle University of Guatemala, the Sugar Manufacturers Association and the Guatemalan Chamber of Industry. The structure of the CGP+L includes a Board, an Executive Director, and Technical Experts, as well as financial and administrative personnel. The Board is composed of members of the Guatemalan industry and other international cooperation bodies. The CGP+L has been able to expand its activities and services to include support to policy making processes and has received recognition from the Government for promoting Cleaner Production at the national level.

## **2.3 Facilitate training and certification or re-certification of a larger number of Community Tourism Guides**

### Training of Community Tourism Guides in San Marcos, Sololá, Chimaltenango and Alta Verapaz

Following up on contacts and negotiations initiated in the 2<sup>nd</sup> quarter of FY 2011, during the 3<sup>rd</sup> quarter the official Community Tourism Guide Training Program started courses in 4 new areas and a second round was developed in Chahal, Alta Verapaz:

1. Sibinal Municipal Park, San Marcos: in collaboration with the Municipality of Sibinal and Austrian Cooperation, the training program is being implemented with 19 men from nearby communities, including Unión Reforma, Vega del Volcán, Toniná, and Nuevas Maravillas. These guides live in the communities surrounding Tacaná Volcano, and they provide guiding services to visitors from Mexico and Guatemala who want to visit this volcano which is the second highest in Central America.
2. In collaboration with the Manctzolojyá Municipalities Association, the program was implemented Santa Lucía Utatlán, Sololá with 7 women and 11 men. Also, as part of this collaboration effort, the program was implemented in San José Chacacyá, Sololá with a total of 9 women and 6 men. These community guides will provide services in their communities based on a series of tourism development plans and interventions that are being developed by Manctzolojyá.
3. The community tourism guide course was also implemented in Santo Domingo Xenacoj, Sacatepéquez with 12 women and 7 men. This is the first of a series of activities that Counterpart is designing in coordination with the network of Grupos Gestores (Local Management Groups) which has representation in approximately 100 municipalities of the country and is interested in developing new activities related to tourism.
4. A second round of the Community Tourism Guide course was implemented in Chahal, Alta Verapaz. A new group of 9 participants (5 men and 4 women) completed the course. It is very important to point out that several women participants who completed the first edition of the course during the previous quarter decided to participate again in several theory and practice sessions of this course since it was one of the few opportunities they had received for formal training and they were eager to continue learning.



*Participants in the Community Tourism Guides course during the first aid practice*

#### Identification of new groups for the implementation of the Community Tourism Guide Training Program:

Counterpart continued to work in collaboration with INGUAT and the national Community Tourism Roundtable in order to identify new groups with which the Official Community Tourism Guide Training Program can be implemented. Based on these activities, new groups were identified in Saqihá, Alta Verapaz, San Juan Sacatepéquez and Santiago Atitlán. Additionally, follow up coordination meetings took place with representatives of communities in Quiché (including Chichicastenango, Uspantán, Chicamán and Chajul communities) and Nueva Alianza, El Palmar, Quetzaltenango. It is anticipated that during the following quarter the program will be implemented in some of these communities.

## **2.4 Design and implement expansion strategy for Geotourism initiative in Guatemala**

With the operational manuals and guidelines for the operation of the Geotourism online map, Counterpart and Anacafé worked intensively during this quarter in order to regain support and participation of INGUAT in the Geotourism Council and in the process in general. Due to a lack of institutional memory and to frequent and drastic personnel changes in INGUAT, several meetings were needed in order to reintroduce the topic and to solve several doubts and misunderstandings that were lingering from the process of producing the printed mapguide. The INGUAT Director has expressed his administration's interest and support for the initiative but at the same time has requested to sign a written document establishing roles and responsibilities in the initiative. At the time of writing, the proposed documents are awaiting response from the Director's Office.

In order to better prepare for the promotion of the Geotourism online mapguide, Counterpart and Anacafé have been evaluating potential promotional outlets and partners. Through a collaborative effort with the Guatemalan Tourism Chamber (CAMTUR), promotional spaces were secured for the promotion of the map in the publication of Guatemala's Official Travelers' Guide of which at least 20,000 copies will be printed and distributed in key spaces by CAMTUR. Counterpart is also evaluating promotional spaces at a soon to be inaugurated promotional booth at the Guatemala City Airport and through a soon to be introduced VIP Guest tourism attention system.

## 2.5 Implement environmental and sustainable tourism good management practices in rural communities

### Environmental and service good practices for members of Spanish School value chains in San Pedro La Laguna

A second phase of the technical assistance process for 12 host families providing homestay services for Spanish Schools in San Pedro La Laguna was implemented in May. Some of the main topics covered during the workshops and technical assistance visits include: hygiene, organization and storage of products, introduction to housekeeping and room decoration, customer service and nutrition. In order to expand their economic opportunities, these families have also been included in a novel effort to promote homestays for tourists other than Spanish students during the Semana Santa (Holy Week) high season.



*Homestay service providers during the cooking and nutrition sessions.*

### Solid waste management in Raxruhá, Alta Verapaz

On Monday July 20<sup>th</sup>, Counterpart co-hosted the awards ceremony for the first phase of the Community Tourism Alliance's "Educational program for environmental protection and awareness" also known as "Eco-bricks", located in the town of Raxruhá in the northern province of Alta Verapaz in Guatemala. This program has proven to be an innovative and integral approach to engage school children, their families, the school system, and the municipality as well as other local and national organizations in the preservation of the environment through solid waste management and environmental education. Up to date, the initiative has taken root in 7 urban schools and 24 rural schools in Raxruhá, modifying the curriculum and raising awareness for approximately 3,200 students.

During the event, representatives from the supporting organizations handed the awards to those schools that demonstrated improved performance in the implementation of the most current best practices related to environmental care and solid waste management, both within the school's grounds and in the surrounding community. This awards ceremony is the first of three, and each ceremony is designed as an incentive in order to motivate greater efforts on the part of students, teachers, and principals.

This integrated initiative combines training in the concepts of pollution and specific alternatives to solid waste disposal, notably the 3 R's of Reduce, Reuse, and Recycle, with practical application in waste reduction and reuse efforts. Thereby the theory is intrinsically related to the practical activities. In addition to learning about waste separation and the production of compost, participants reap the benefits by being able to build trashcans, small-scale landfills, restrooms, and even classrooms and meeting rooms using the innovative eco-bricks technique based on plastic water or soda bottles filled with inorganic plastic trash. These practicum activities demonstrate through action, not words, the benefits of reusing plastic, firstly as an investment for the improvement of education conditions for present and future generations and secondly for minimization of environmental pollution in their communities. "Eco-bricks constructions have been expanding steadily in Guatemala, we know of at least 11 finished schools and 5 being built while a considerable amount of restrooms, meeting rooms, and other useful and needed structures have also been built," says Nicholas Politte, a former Peace Corps Volunteer who is now coordinating the project through the Municipality of Raxruhá and Counterpart International.



The organizations contributing to this initiative are: Municipality of Raxruhá, Ministry of Education, Ecofiltro, Counterpart International's Community Tourism Alliance financed by USAID, and Hug It Forward. Mr. Politte commented on the work-group formed late in 2010: "What makes this program so unique and exciting is a shared vision and a team that knows their functions so that what needs to be done gets done. That teamwork is hard gained." Mr. Politte also urged "other organizations and enterprises who want to become involved in these environmental education and conservation efforts, to get in touch with the organizing institutions for a proposed scaling up next year. We need to find more participants and supporters in order to consolidate and expand our efforts in 2012. It is important to cover the growing demand for these kinds of eco-constructions so that people continue to learn and retain hopeful environmental conservation efforts."

### **How is the program structured?**

The "Educational program for environmental protection and awareness" also known as "Eco-bricks" is carried out in three main phases.

**Phase 1:** During the first phase, workshops and trainings are implemented in participating schools in order to share concepts and practical actions related to solid waste management. Special emphasis is placed on reducing, reusing and recycling, as well as in the proper separation of organic and non-organic solid waste. As a pilot project in those same schools, students, teachers and parents are taught the process for building trashcans, a relatively scarce infrastructure in the municipality, with reused plastic bottles.

**Phase 2:** During the second phase, the progress of each school is measured through quantitative evaluations of cleanliness within school grounds and in the surrounding neighborhood. Some of the criteria used include the implementation of best practices such as trash separation, composting and organic fertilizer production. These evaluations are conducted monthly and are designed to measure not only project success but progress in solid waste management. The awards presented during this ceremony have been determined based on this first quantitative evaluation.

**Phase 3:** During this follow-up phase, technical assistance and motivation are given in order to achieve even greater results in the schools while also looking at how internalized and sustainable the processes are becoming within each school. At the end of the third phase, a new quantitative evaluation will be performed and the top 5 rural schools will be selected as finalists. In a participatory-development exercise, the principals of these schools will present their case and outline their need for new school buildings at a conference of their peers. The group will vote to select a winner, and this winner will be awarded with the construction of three new classrooms using the plastic bottle eco-bricks. Additional classrooms may be awarded to the other finalists depending on the number of eco-bricks collected.

### **The prizes awarded include:**

#### **For rural area schools -**

**1<sup>st</sup> Prize:** Construction of an eco-bathroom combo including 4 gravity toilets with walls made from eco-bricks and equipped with rainwater collection system, biodigester of waste water, and a separate trough for urine.

**2<sup>nd</sup> to 4<sup>th</sup> prizes:** Eco-filters for water purification thanks to generous donations from Ecofiltro, recent winner of the Info-dev and World Bank award for a Top 50 SMEs (visit [www.ecofiltro.org](http://www.ecofiltro.org)).

#### **For urban area schools -**

**1<sup>st</sup> to 3<sup>rd</sup> prizes:** Eco-filters for water purification and clean up kits for schools.

## **2.6 Strengthen the working relationship between the government of Guatemala and the Maya Biosphere Reserve communities for tourism development**

### Pavo Project – Controlled Ocellated Turkey Harvesting in the Maya Biosphere

The Proyecto Pavo (PP) is an integrated conservation and development project that provides economic incentives for conservation based on selective, community-based sport hunting of the Ocellated Turkey (*Meleagris ocellata*). The project has operated in Guatemala since 2000. To date, the communities that participate in the project have earned over \$350,000 (USD) in revenue from Ocellated Turkey harvests. The Proyecto Pavo first received small grant assistance from USAID/Counterpart International in 2005 to support community participation in the project when it transitioned from an experimental legal model to a commercial enterprise. The Proyecto Pavo received additional small grants from the Community Tourism Alliance in support of community participation in the project in 2007, 2008, and 2009. In 2011, the Community Tourism Alliance provided direct support to the participating community Uaxactún, Flores, Petén through the community's concession management authority Organización Manejo y Conservación, Sociedad Civil (OMYC) to assist with the resumption of harvest activities after the Proyecto Pavo suffered a hiatus in 2010 due to the effects of the global economic downturn on demand for Ocellated Turkey sport hunting.

Field activities for 2011 began early in March with the necessary preliminary meetings and development of work plans. Field preparations began later that month with maintenance of the principal vehicular trail that passes through the community forest concession of Uaxactún and the reconstruction of the camp used to house field staff and clients. Proyecto Pavo and Counterpart coordinated with the Poltur office in El Remate, Flores, Petén to arrange police escorts for the clients during travel between El Remate and Uaxactún. Escorts from the OMYC Control and Vigilance Committee were also hired to assist during travel between Uaxactún and the Proyecto Pavo's remote field camp.

A total of 9 clients were hosted by Uaxactún during the 2011 field season. The first 4 clients were met in El Remate and brought to Uaxactún for lunch and then proceeded to camp on April 11. The first group hunted from April 12 through April 15 and was brought back to El Remate on April 16. The national director of the Wildlife Department in the National Protected Area Council (CONAP) of Guatemala attended the first hunt. The second group of hunters was met in El Remate on April 17 and was brought to Uaxactún and the Proyecto Pavo's field camp; they hunted from April 18 through the 21st and were returned to El Remate on April 22. A videographer sent by the Wildlife Conservation Society (WCS), a long-time ally of the Proyecto Pavo, accompanied the second group of hunters to document project activities for a documentary video to be produced for their Translinks Program, which has been partially supported by USAID.

The client hunters harvested a total of 19 adult male Ocellated Turkeys in 2011. Harvest income to Uaxactún included \$19,850 from participating clients and approximately \$550 from WCS and the CONAP Director of Wildlife for a total of approximately \$20,400. To date, Uaxactún has served a total of 122 clients, harvested 200 turkeys, and earned cumulative harvest revenues of approximately \$237,575 (USD). In total, 39 different Uaxactún community members received direct benefits from the operations of Proyecto Pavo (5 women and 34 men), which generated an estimate of 570 full time equivalent day jobs.

The Proyecto Pavo-IEWMS manager Erick Baur along with several co-authors completed an article featuring the Proyecto Pavo for the peer-reviewed journal Forest Ecology and Management. According to timber sales data provided to WCS by OMYC, the annual turkey harvest income has been equivalent to 5-18%, and averaged 10%, of the value of annual timber income between 2006 and 2009.





*Proyecto Pavo camp staff along with Control and Vigilance committee members. Picture: Erick Baur*



*A hunter with his trophy: Picture: Erick Baur*

#### Support to community service providers in Yahá Nakum Naranjo National Park

Counterpart continued to provide support to the group of women who sell food and handicrafts in Yaxhá Nakum Naranjo National Park.

On April 12, a seminar on "Service quality: customer service" was carried out in light of the results found during a previous process of technical assistance leading to the Semana Santa (Holy Week) high tourism season. 19 women from the villages of La Máquina and Los Tulipanes participated in the seminar.

Also, at the request of the women's group, Counterpart coordinated the implementation of a bakery workshop in collaboration with INTECAP. The course, consisting of three 40 hour modules, was inaugurated on June 20<sup>th</sup> in the village of La Máquina. The course allows women to learn how to bake quality bread using locally available materials and covers both industrial processes and machinery as well as home based processes and equipment. The modules are structured as follows: 1. Sweet bread, 2. White and soft bread, 3. Special breads and bakery. For a full story, please read below in the Gender Mainstreaming section. 20 women with ages ranging from 17 to 74 participated in the course. Materials and other logistic costs of the course were covered by the Municipality of Flores.

#### Coordination with CONAP and the Administrative Unit of Yaxhá-Nakum-Naranjo National Park for the implementation of public use activities

Both CONAP and the Administrative Unit of this park have requested Counterpart's guidance and assistance in developing a series of actions aimed at improving public use planning and management in the park. Based on the initial conversations, work will focus on supporting the incumbent Public Use Planning process that will be carried out for the park through logistical and technical support. At the same time, Counterpart will lead a process in order to establish a feasibility study and guidelines for the development of business plans for operations that could be housed in the new visitor's center that is being built in the park. Additionally, Counterpart will also provide technical support in the design and implementation of a promotional strategy for the park. It is important to mention that this process will serve as a pilot for the implementation of the new regulations for tourism service concessions in protected areas, which were developed through a participatory effort led by Counterpart International and CONAP. Also, the activities contemplated will be funded through the first phase of allocation of funds from the Yaxhá Heritage Fund, a novel mechanism that is being tested in this park.

### **IV. Gender mainstreaming activities and results**

#### **Loans for productive projects with a gender mainstreaming focus (Chisec and Raxruha, Alta Verapaz)**

It is hardly a secret that financing through credit is a great challenge in rural areas of Guatemala, especially when it relates to rural, illiterate, indigenous women. During the analysis of the productive projects model, for the communities of Chisec and Raxruha in Alta Verapaz, several factors pointed to a greater women's involvement in the initiative. For instance, as the projects became focused on poultry production, it became obvious that since women have a greater presence at home, they would be more involved in caring for the animals. The extra load of work should also offer some incentives to the women. Based on these factors, an agreement was reached that the loans should be negotiated in favor of the women, in order to have them empowered of the project and benefiting directly from the additional income generated by these initiatives. However, since the productive products are seen as family enterprises, both husbands and wives will participate in the training, technical assistance and meetings as agreed during the process. Also, the poultry productive projects provided an excellent opportunity for women to see direct benefits from tourism activities in their communities. Women typically face limitations to become involved in other tourism activities in their communities because of language limitations, dress code limitations (in the case of tubing or cave tubing tours), and limitations imposed by their home chores.

Matilde, a mother of 10, mentions that her husband generates income for their household through day labor, but job opportunities have been decreasing. Her family had never received a loan before so she had to "analyze it thoroughly before committing," but finally she made a decision in order to generate better opportunities for her family.

Carmen, from the Sepalau Catalzul community that is frequented by visitors who enjoy the refreshing waters and peculiar landscape of the small lakes in the community as well as the recently inaugurated canopy tour, says that "through this initiative I hope to generate income and keep my 15 year old son in school, also I wish I could send my daughters to school but our scarcity of resources has prevented that in the past."

Cristina from Candelaria Camposanto community, visited by tourists to explore the Candelaria Caves National Park in an exhilarating cave tubing tours, has had previous experience with a loan "but that time they only explained us how to pay the interests, they did not provide us with any technical assistance, that's why this initiative appeared different and interesting to our eyes".

Most of the women indicated that the main difference between this program and other similar initiatives they have seen in their communities is the combination of a loan and technical assistance both for the development of the productive projects and for the management of the loan. All the women are eager to begin implementing the new feeding, vaccination and general care techniques that have been discussed during the feasibility phase. Paulina, one of the beneficiaries, comments that the technical assistance from this project has been different because "it's not that we didn't have technical assistance in the past, but they didn't explain carefully and they wanted us to understand immediately; this technical assistance has been different and we are confident that our work will yield positive results." Reyes, from the Sepalau community was hesitant to become involved, since in the past she worked in a similar initiative "but our animals died. That's why when *don* Marcos (AGRETUCHI's president) mentioned that this project would include technical assistance I thought that this time it would be different and decided to try with a project."

### **Bakery workshops with women from the communities surrounding Yaxhá • Nakum • Naranjo National Park**

As part of the coordination efforts with the management and communities of this park, located in the Maya Biosphere Reserve, Counterpart is supporting the implementation of a bakery workshop in collaboration with Guatemala's Technical Training Institute (INTECAP). The course will include three 40 hour modules and was inaugurated on June 20<sup>th</sup> in the village of La Máquina. The course will allow women to learn how to bake quality bread using locally available materials and covers both industrial processes and machinery as well as home based processes and equipment. The modules are structured as follows: 1. Sweet bread, 2. White and soft bread, 3. Special breads and bakery. The bakery course and subsequent technical assistance for the formalization of a bakery business has been identified as an important Gender Mainstreaming activity by Counterpart, since the involvement of women in direct activities related to the park is limited to some young women guides who have had access to education (for example, only 3 of the 20 certified community tourism guides are women, and most of them are relatively young). Other women must search for alternative sources of income in order to support their families and decrease the pressure on the resources of the park, and the bakery offers a wide array of possibilities. Materials and other logistical costs of the course will be covered by the Municipality of Flores.



*Women show the first products of the bakery course*

## ANNEX 1. DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE - USAID /  
COUNTERPART INTERNATIONAL

FISCAL YEAR: 2011

QUARTER: 3

REVENUE	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>From tourism</i>	645,604.62	807,795.24	830,026.54		2,283,426.39	2,625,000.00	14,365,912.55	12,024,338.94	80
<i>From handicrafts</i>	22,925.38	29,589.40	220,829.45		273,344.22	875,000.00	5,634,087.45	4,057,108.65	
<b>Total</b>	<b>668,529.99</b>	<b>837,384.63</b>	<b>1,050,855.99</b>	<b>-</b>	<b>2,556,770.61</b>	<b>3,500,000.00</b>	<b>20,000,000.00</b>	<b>16,081,447.59</b>	

EMPLOYMENT	1 qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>Men</i>	101	69	84.80		255	2,000	8,700	4,704	54
<i>Women</i>	29	75	63.94		168				
<i>Indigenous</i>	38	86	88.79		213				
<i>Non Indigenous</i>	92	58	59.95		210				
<b>Total</b>	<b>130</b>	<b>144</b>	<b>149</b>	<b>0</b>	<b>423</b>				

NATIONAL TOURISTS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>National tourists</i>	26,523	27,708	41,937		96,168	75,000	675,430	657,470	97
<i>International Tourists</i>	11,651	13,639	10,582		35,872				
<b>TOTAL VISITORS</b>	<b>38,174</b>	<b>41,347</b>	<b>52,519</b>	<b>-</b>	<b>132,040</b>				

MSME's CREATED	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>MSME's Created</i>	1	1	12		14	53	220	131	60

CREDIT GRANTED FOR TOURISM AND CRAFTS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>Amount of Loans</i>	-	-	7,225.81	-	7,225.81	100,000.00	1,005,581.20	850,807.01	85
<b>Total</b>	<b>-</b>	<b>-</b>	<b>7,225.81</b>	<b>-</b>					

ORGANIZATIONS STRENGTHENED	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Let's Make Partners (Petén)	32	38	46		46	325	1124	1103	98
Let's Make Partners (Sololá)	14	36	42		42				
Let's Make Partners (Quetzaltenango - Retalhuleu - Huehuen)	0	0	0		0				
Socios Logreiros (Verapaces)	17	17	17		17				
Logreiros altiplano occidental	0	0	5		5				
Community organizations Maya Biosphere Reserve	5	5	6		6				
Technical assistance program in administrative tools	0	0	0		0				
Certification Program	0	0	0		0				
Career Community tour guide	0	0	7		7				
Design and handicraft marketing (AGEXPORT)	0	0	15		15				
Implementation of Best Practices in communities	0	8	19		27				
Incubation of new companies (Communities of the Earth)	0	0	3		3				
Strengthening existing businesses (Communities of the earth)	0	0	0		0				
Skilled crafts market access	0	0	0		0				
Raxruha MSME Training Program	0	0	0		0				
Chisec MSME Training Program	0	0	0		0				
Petén MSME Training Program	0	24	0		24				
Groups western highlands	0	0	0		0				
Other 1	0	16	9		25				
Other 2	0	0	0		0				
<b>Total</b>	<b>68</b>	<b>144</b>	<b>169</b>	<b>0</b>	<b>217</b>				
<b>TOTAL PRODUCER GROUPS</b>	<b>23</b>	<b>41</b>	<b>67</b>		<b>67</b>				
<b>TOTAL NEW BENEFICIARIES</b>	<b>8</b>	<b>31</b>	<b>65</b>		<b>104</b>				

LEVERAGED FUNDS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Total	0	537,500.00	0		537,500.00	750,000.00	8,572,000.00	7,644,458.89	89.18

COST SHARE	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
			173,721		173,721	415,000.00	2,600,000.00	1,945,681.14	75

#### ETEO - SO2 / ECON GROWTH INDICATORS

OP Indicators									
Program Element 6.2 Private Sector Productivity	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Number of firms receiving USG assistance to improve their management practices	68	144	169		217	325	1,124	1103	98
Number of SMEs receiving USG assistance to access bank loans or private equity	0	0	8		8	25	196	154	79
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4	4		4	4	4	4	100

Program Element 8.1 Natural Resources and Biodiversity	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance.	167	507	669	-	1,343	1,500	10,869	9,712	89
number of women	33	255	313		601	700	5,142	4,593	89
number of men	134	252	356		742	800	5,727	5,119	89
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation.	27	332	468		827	750	7,210	6,537	91

Current PMP Indicators	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Sales of goods and services as a result of USAID programs. In thousand \$	669	837	1,051	0.00	2,557	3,500	20,000.00	16,081	80
Number of jobs created as a result of USAID programs	130	144	149	0	423	2,000	8,700	4,704	54

Number of Rural Households benefiting directly from USG interventions	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
	194	813	1,128		2,135	1,500	13,372	13,294	99